

**SYSTEM AND METHOD FOR REDUCING EXCESS CAPACITY
FOR RESTAURANTS AND OTHER INDUSTRIES
DURING OFF-PEAK OR OTHER TIMES**

5 Abstract

A system and method for reducing excess capacity for restaurants and other industries during off-peak hours is provided. Customers or potential customers may bid on gift certificates redeemable at restaurants during a predetermined time. Users may register with the system and provide

10 identification and demographic information which may be used by restaurants for targeted marketing strategies, promotions, and special offers. The system may include a registration module, an auction module, a restaurant guide module, a restaurant manager module, rewards and referral center module, restaurant reservation module, and advertisement displays.

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